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## BUYBACK OF ITS OWN SHARES

2007 SEP 18 A 10:01

OFFICE OF THE SECRETARY OF STATE  
CORPORATE FINANCE

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 4 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 225,000 SHARES AT AN AVERAGE PRICE OF 430.81 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 2,911,668 TREASURY SHARES IN TREASURY AND HAS 627,909,563 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

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**BUYBACK OF ITS OWN SHARES**

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 3 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 230,000 SHARES AT AN AVERAGE PRICE OF 429.87 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 2,686,668 TREASURY SHARES IN TREASURY AND HAS 628,104,034 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

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THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 3,141,668 TREASURY SHARES IN TREASURY AND HAS 627,688,063 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

**DIRECTORS' SHARE INTERESTS**

LADBROKES PLC ("THE COMPANY") ANNOUNCES THE FOLLOWING CHANGES TO THE INTERESTS OF DIRECTORS AND OTHER PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY ("PDMRs") IN FULLY PAID ORDINARY SHARES OF 28½P EACH IN THE COMPANY ("SHARES") HELD UNDER THE COMPANY'S SHARE INVESTMENT PLAN:

<b>DIRECTORS</b>	<b>NO. OF SHARES PURCHASED (NOTE 1)</b>	<b>NO. OF BONUS SHARES AWARDED (NOTE 2)</b>	<b>CURRENT INTERESTS UNDER THE PLAN NO. OF SHARES</b>
CHRISTOPHER BELL	18	10	1,914
JOHN O'REILLY	18	10	1,914
<b>PDMRs</b>			
MIKE O'KANE	18	10	1,914
MICHAEL NOBLE	18	10	1,914
RICHARD AMES	18	10	170

**NOTES:**

1. SHARES PURCHASED PURSUANT TO THE PLAN ON 5 SEPTEMBER 2007 AT 424.00P PER SHARE.
2. SHARES PURCHASED MATCHED PURSUANT TO THE PLAN BY THE ALLOTMENT ON THE SAME DATE AS IN NOTE 1. OF ONE BONUS SHARE FOR EVERY TWO SHARES PURCHASED.

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1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:		201 SEP 13 4.10 PM Ladbroke's plc INSTITUTE OF CORPORATE...	
2. Reason for the notification (please tick the appropriate box or boxes)			
An acquisition or disposal of voting rights			<input checked="" type="checkbox"/>
An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached			<input type="checkbox"/>
An event changing the breakdown of voting rights			<input type="checkbox"/>
Other (please specify): Disclosure & Transparency Rules – Transitional Provisions.			<input type="checkbox"/>
3. Full name of person(s) subject to the notification obligation:		AXA S.A, 25 Avenue Matignon, 75008 Paris and its group of companies	
4. Full name of shareholder(s) (if different from 3.):			
5. Date of the transaction (and date on which the threshold is crossed or reached if different):		04/09/2007	
6. Date on which issuer notified:		05/09/2007	
7. Threshold(s) that is/are crossed or reached:		6%	
8. Notified details:			

A: Voting rights attached to shares							
Class/type of shares if possible using the ISIN CODE	Situation previous to the Triggering transaction		Resulting situation after the triggering transaction				
			Number of shares	Number of voting rights		% of voting rights	
	Number of Shares	Number of Voting Rights		Direct	Indirect	Direct	Indirect
B0ZSH63	23,830,084	23,830,084	11,647,708	11,647,708	31,251,292	1.85	4.98

Type of financial instrument	Expiration date	Exercise/ Conversion Period/ Date	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

### Total (A+B)

Number of voting rights	% of voting rights
42,899,000	6.83%

### 9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

Name of the Company / Fund	Number of Shares	% of issued share capital
AXA Sun Life plc (fmly Axa Equity & Law Life Assurance Society plc) <b>Direct</b>	498,359	0.07937
AXA General Insurance Ltd <b>Direct</b>	20,984	0.00334
Sun Life Unit Assurance Ltd A/c X <b>Direct</b>	35,294	0.00562
Sun Life Unit Assurance Ltd A/c X <b>Direct</b>	531,176	0.08459
Sun Life Unit Assurance Ltd A/c X <b>Direct</b>	1,245,882	0.19842
PPP Healthcare Group plc <b>Direct</b>	41,350	0.00659
Sun Life Pensions Management Ltd A/c X <b>Direct</b>	705,882	0.11242
Sun Life Assurance Society Plc <b>Direct</b>	263,200	0.04192
AXA Insurance UK <b>Direct</b>	131,070	0.02087
AXA Financial, Inc <b>Indirect</b>	111,393	0.01774
Sun Life International (IOM) Ltd <b>Direct</b>	296,470	0.04722
AXA France <b>Indirect</b>	20,602	0.00328

AXA Financial, Inc *	31,084,087	4.95041
<b>Indirect</b>		
Sun Life Pensions Management Ltd	118,631	0.01889
<b>Direct</b>		
Sun Life Pensions Management Ltd	24,398	0.00389
<b>Direct</b>		
Sun Life Unit Assurance Ltd LTAV UK Equity	150,000	0.02389
<b>Direct</b>		
Sun Life Unit Assurance Ltd ABL High Alpha	300,629	0.04788
<b>Direct</b>		
Sun Life Unit Assurance Ltd FTSE All Share Tracker	113,252	0.01804
<b>Direct</b>		
Sun Life Pensions Management LTAV UK Equity	544,247	0.08668
<b>Direct</b>		
Sun Life Pensions Management ABL High Alpha	1,507,969	0.24016
<b>Direct</b>		
Sun Life Pensions Management FTSE All Share Tracker	564,257	0.08986
<b>Direct</b>		
AXA Winterthur	2,549,517	0.40603
<b>Direct</b>		
ASL With Profit Transition Fund	1,068,341	0.17014
<b>Direct</b>		
SLAS With Profit Transition	936,800	0.14919
<b>Direct</b>		
Total Direct	11,647,708	1.85500
Total Indirect	31,251,292	4.97704
<b>TOTAL</b>	<b>42,899,000</b>	<b>6.83203</b>

<b>Proxy Voting:</b>	
<b>10. Name of the proxy holder:</b>	N/A
<b>11. Number of voting rights proxy holder will cease to hold:</b>	N/A
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	N/A

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**BUYBACK OF ITS OWN SHARES**

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 6 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 230,000 SHARES AT AN AVERAGE PRICE OF 423.99 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 3,371,668 TREASURY SHARES IN TREASURY AND HAS 627,468,473 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

**BUYBACK OF ITS OWN SHARES**

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 7 SEPTEMBER 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 230,000 SHARES AT AN AVERAGE PRICE OF 422.65 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 3,601,668 TREASURY SHARES IN TREASURY AND HAS 627,262,254 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

**VOTING RIGHTS AND SHARE CAPITAL**

LADBROKES

LADBROKES PLC ('THE COMPANY') CONFIRMS THAT AS AT 31 AUGUST 2007, ITS ISSUED SHARE CAPITAL, INCLUDING TREASURY SHARES, CONSISTS OF 630,790,702 ORDINARY SHARES OF 28 1/3P ('SHARES'). 2,456,668 SHARES ARE HELD IN TREASURY, THE VOTING RIGHTS OF WHICH ARE AUTOMATICALLY SUSPENDED.

ACCORDINGLY, THE TOTAL NUMBER OF VOTING RIGHTS IN THE COMPANY IS 628,334,034. THIS FIGURE MAY BE USED BY SHAREHOLDERS AS THE DENOMINATOR FOR THE CALCULATIONS BY WHICH THEY WILL DETERMINE IF THEY ARE REQUIRED TO NOTIFY THEIR INTEREST IN, OR A CHANGE IN THEIR INTEREST IN, THE COMPANY UNDER THE FSA'S DISCLOSURE AND TRANSPARENCY RULES.

PROCESSED  
OCT 03 2007  
THOMSON  
FINANCIAL

2007 SEP 17 A 9:20

**BUYBACK OF ITS OWN SHARES**

TYPE OF INSTRUMENT: COMPANY  
CORPORATE FINANCE

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 29 AUGUST 2007, IT PURCHASED FROM DEUTSCHE BANK AG LONDON BRANCH 235,000 SHARES AT AN AVERAGE PRICE OF 418.43 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 2,456,668 TREASURY SHARES IN TREASURY AND HAS 628,329,403 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

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